



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/02 thru 11/08

(prices in dollars per carton)

Fri. Nov 02, 2007

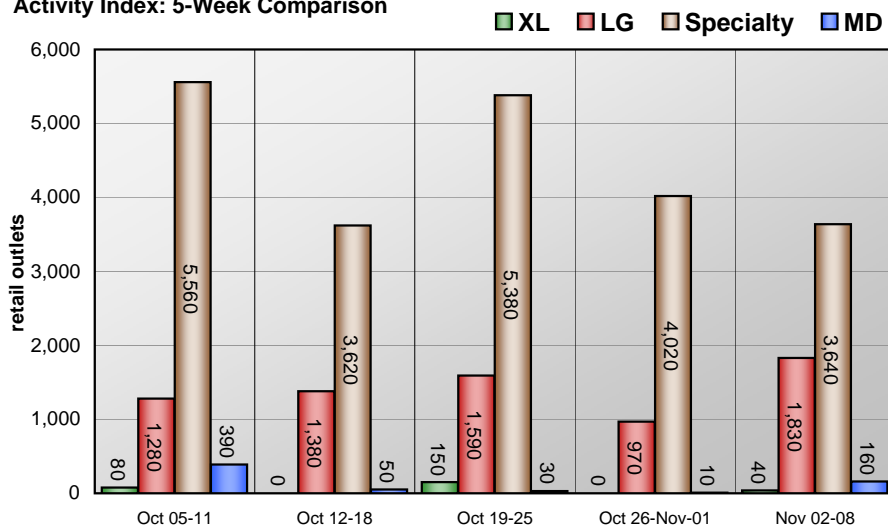
SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		25.8% of 17,000 stores				29.3% of 17,000 stores				36.9% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack	30	1.49	540	1.24			340	1.42	120	1.00	710	0.69
	White 18 pack			100	2.33			80	2.50			440	0.99
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	10	0.99	1,010	1.17			400	1.37			1,180	0.78
SPECIALTY	White 18 pack			130	2.99			150	2.02			830	1.29
	Brown 12 pack			50	1.67								
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	100	3.59	400	3.95			1,130	3.36			20	3.00
	OMEGA-3												
CAGE-FREE	White 12 pack	400	2.47	1,360	2.46	700	2.53	1,000	2.58	640	2.26	1,930	2.07
	Brown 12 pack	210	2.50	340	2.69								

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,870	970	3,280	Large Eggs on Oct-29-2007
Specialty	3,640	4,020	4,070	
Total (includes MD)	5,670	5,000	7,510	500.9
Special Rate 4/:	1.3%	9.1%	8.5%	up 7%

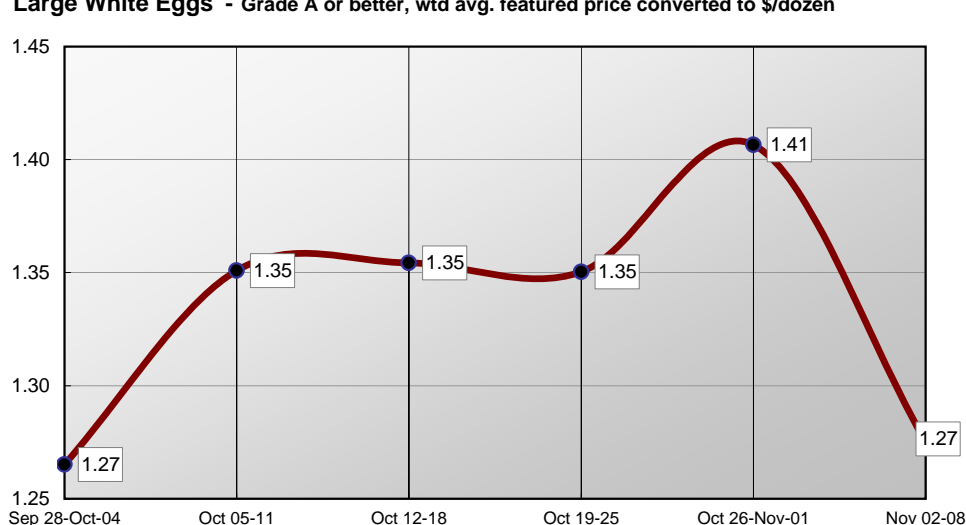
5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING	
<p>Promotional activity on regular shell eggs is higher than last week, but considerably less than for the same week a year ago. Weighted feature price to consumers on Large white eggs, Grade A or better, is lower than in previous weeks. No price specials are sporadic. Specialty shell egg ads decreased. Omega-3 eggs dominated this sector with most features appearing in the Northeast region. In the egg products sector, overall feature activity is slightly less than last week and last year. While 14-16 oz and 32 oz. cartons featuring is up, 3-4 oz. cup ads dropped sharply. Seasonal egg nog promotions are increasing with 64 oz. containers are up in both store volume and average price while 32 oz. are up in price but on fewer ads.</p>	

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)							SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)							MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
1/ Feature Rate 2/ Activity Index		50.1% of 3,800 sampled outlets Activity Index = 2,660 (includes Medium)							13.8% of 4,700 sampled outlets Activity Index = 720 (includes Medium)							26.5% of 2,900 sampled outlets Activity Index = 1,170 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE					
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack	1.49	10	1.49	1.29 - 1.39	20	1.32	1.49	10	1.49	1.39	10	1.39				0.88	10	0.88			
	White 18 pack																					
	Brown 12 pack																					
MEDIUM		White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack				1.00	160	1.00				1.00 - 1.50	290	1.45	0.99	10	0.99	0.75 - 1.49	260	1.00			
	White 18 pack				2.99	130	2.99															
	Brown 12 pack				1.67	50	1.67															
MEDIUM		White 12 pack						White 12 pack			0.99			White 12 pack			0.99			White 12 pack		
		White 30 pack						White 30 pack						White 30 pack								
S P E C I A L T Y	USDA ORGANIC																					
	White 12 pack																					
	Brown 12 pack	3.59	100	3.59	3.29 - 4.98	390	3.98										2.50	10	2.50			
	OMEGA-3																					
	White 12 pack	2.00 - 2.50	140	2.42	2.00 - 2.99	630	2.59				2.00 - 2.50	270	2.07	2.50	260	2.50	2.50	460	2.50			
	Brown 12 pack	2.50	210	2.50	2.50 - 2.99	340	2.69															
	CAGE-FREE																					
	White 12 pack				2.00 - 3.29	480	2.81				1.99 - 2.50	130	2.39				2.50	20	2.50			
	Brown 12 pack																					
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)							SOUTHWEST U.S. (CA,NV)							NORTHWEST U.S. (ID,MT,OR,WA,WY)						
1/ Feature Rate 2/ Activity Index		18.0% of 2,700 sampled outlets Activity Index = 620 (includes Medium)							15.6% of 1,900 sampled outlets Activity Index = 370 (includes Medium)							28.2% of 1,000 sampled outlets Activity Index = 130 (includes Medium)						
USDA GRADE AA	White 12 pack				0.99 - 1.25	210	1.12	1.50	10	1.50	0.99 - 1.50	250	1.39				0.98 - 0.99	40	0.99			
	White 18 pack										1.50 - 2.50	100	2.33									
	Brown 12 pack																					
MEDIUM		White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack				0.89 - 1.29	290	1.13										1.25	10	1.25			
	White 18 pack																					
	Brown 12 pack																					
MEDIUM		White 12 pack			0.99			White 12 pack						White 12 pack						White 12 pack		
		White 30 pack						White 30 pack						White 30 pack								
S P E C I A L T Y	USDA ORGANIC																					
	White 12 pack																					
	Brown 12 pack																					
	OMEGA-3																					
	White 12 pack																					
	Brown 12 pack																					
	CAGE-FREE																					
	White 12 pack																					
	Brown 12 pack				2.50	110	2.50				1.50	10	1.50				1.99	80	1.99			

Note: See page 1 for explanatory notes.



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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	9.8%	11.7%	14.1%	15.3% of 3,800 sampled	0.1% of 4,700 sampled	7.1% of 2,900 sampled	7.3% of 2,700 sampled	24.5% of 1,900 sampled	20.3% of 1,000 sampled
2/ Activity Index	2,330	2,350	2,520	Activity Index = 870	Activity Index = 10	Activity Index = 500	Activity Index = 200	Activity Index = 540	Activity Index = 210
	Stores Avg 3/	Stores Avg 3/		Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. crtn	1,610 2.62	1,320 2.51	2,000 2.62	1.99 - 3.00 380 2.75		2.50 - 3.00 500 2.71	2.46 - 2.50 200 2.50	2.50 320 2.50	2.50 210 2.50
32 oz. crtn	360 3.42	10 4.99	360 3.67	4.99 130 4.99	4.99 10 4.99			1.50 - 3.99 220 2.42	
3 - 4 oz. cup	270 2.72	1,020 2.26	160 2.37	2.00 - 3.00 270 2.72					
2 - 8 oz. cup	90 2.99			2.99 90 2.99					

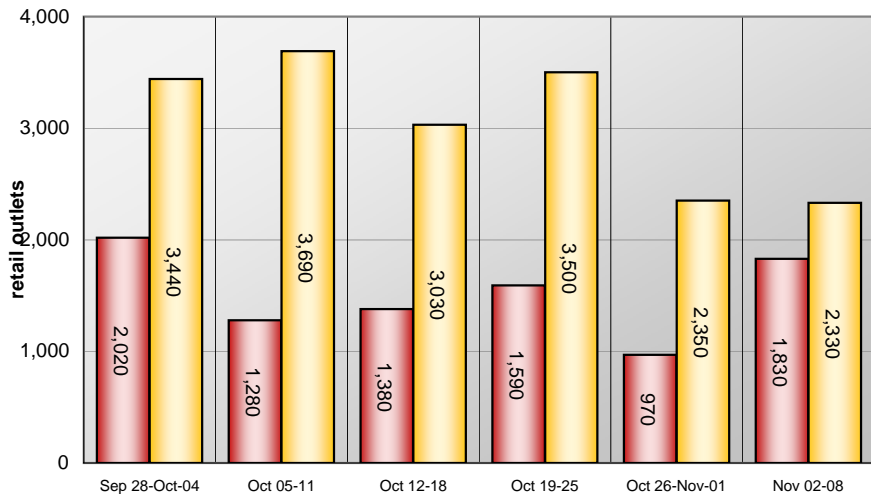
## SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

(Non-alcoholic egg nog; this section will run through January 1, 2008)

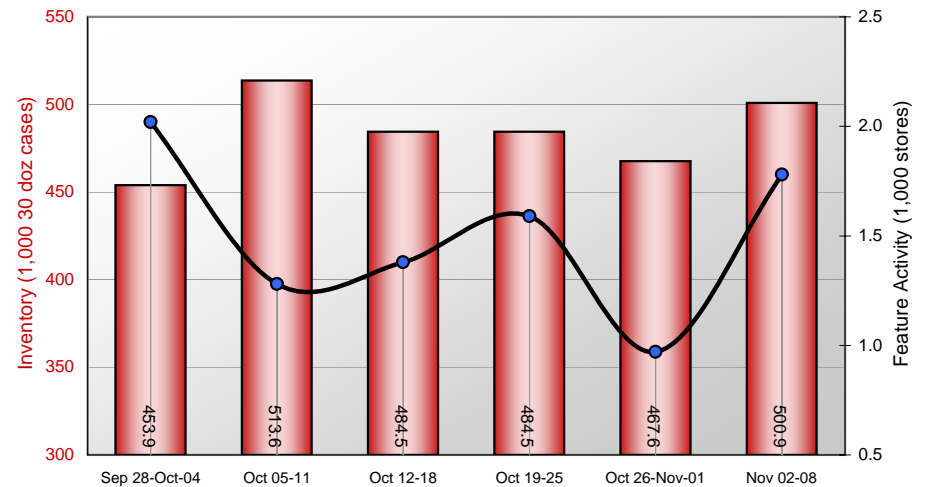
EGG NOG	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	8.4%	5.6%		8.7% of 3,900 sampled	0.0% of 4,700 sampled	5.3% of 2,800 sampled	16.9% of 2,700 sampled	21.0% of 1,900 sampled	7.9% of 1,000 sampled
2/ Activity Index	1,500	980		Activity Index = 610	Activity Index = 0	Activity Index = 150	Activity Index = 350	Activity Index = 310	Activity Index = 80
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
32 ounce	610 2.46	850 1.87		1.99 - 3.99 330 3.07		1.79 150 1.79	1.67 - 1.99 50 1.91		1.50 80 1.50
64 ounce	890 3.28	130 2.63		3.99 - 4.49 280 4.24			3.18 300 3.18	2.50 310 2.50	

Shell Egg vs Egg Product Feature Activity

■ Shell ■ Liquid



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.